



*“Don’t it turn your brown eyes blue?”*  
Maggy’s launches Midnight Poison in Aruba

On Friday, September 28, Maggy’s, purveyor of fine cosmetics and fragrances launched the latest fragrance from Christian Dior “Midnight Poison.” The recently renovated shop glittered with the glamour of the new scent, and every shop girl, including proprietor Audrey-Croes Lacle had blue eyes for the evening, emulating the intense blue of the Midnight Poison bottle, and the eyes of Eva Green, who stars in the Midnight Poison video. The video by director Wong Kar-Wai presents a modern day fairy tale, and Eva, the newest Bond girl, is perfectly alluring as a sensual Cinderella, clad in a vintage Dior Carolle gown of midnight blue.

Christian Dior once said, “Fashion designers have a wonderful roll to play; they are the only ones who have the power to transfigure, now that Cinderella’s fairy godmother no longer exists.” This is the intention of the Midnight Poison fragrance, the fifth in the Dior Poison line of perfumes, and the glamorous, atmospheric video embodies the intrigue of the scent. Created by Francois Demachy for Dior, he expressed that he “imagined a mysterious black rose .... The fragrance develops in three accords, like an olfactory symphony.”

The elements of Midnight Poison are dominated by the scent of roses “the queen of flowers and the eternal emblem of beauty, whose dark, dangerous facet is revealed” The other two elements are patchouli and amber, which add in turn “a powerful, mysterious note, and a sensual accord with aphrodisiacal qualities leaving behind an extraordinary trace.” Testers that attended the launching and sampled the scent found it to be a distinctly floral perfume with an intensity that is generally considered a more “sensual scent,” the sort one would wear for evening and intimate moments. Long after leaving the launching, it lingered on the wearer, proving that a single application will last one through the night.

Midnight Poison, along with the other fragrances in this Dior line are available at Maggy’s shops located in Oranjestad and their newest location, the Paseo Herencia Mall in Palm Beach, across from the Holiday Inn.

“Mysterious, glamorous and decidedly sexy,” sums up the new scent from Dior, and the reactions it will evoke certainly won’t leave the wearer feeling blue!